



Journal of Recreation and Tourism Research

Journal home page: www.jrtr.org
ISSN:2148-5321

SERVICE QUALITY IN URBAN RECREATION AREAS: SAMPLE OF ANKARA

Ercan YAVUZ^a

Meltem ALTINAY^b

^aGazi Üniversitesi, Turizm Fakültesi, Yrd. Doç. Dr. (eyavuz@gazi.edu.tr)

^bIstanbul Arel Üniversitesi, Turizm Fakültesi, Öğr. Gör. (meltemaltinay@arel.edu.tr)

EXTENSIVE SUMMARY

Participating in social, cultural and sporting activities, that you enjoy doing and suitable for self, the recreation that is described as get away from the boredom of everyday life and winning social personality by interacting with other people, "Recreation is also defined as activities that in essence the nature of the reward, not out of society by nature however non-profits"(Bucher ve Bucher, 1974, p.16). People is seeking especially the possibility of renewal and physical and mental relaxation in the urban parks where people go for recreational purposes. However, it these areas are unable to meet expectations as result of it has become unmanageable. Being aware of this situation, nowadays in these areas where take place of usages for recreational purposes; it has been increased the importance of studies of detection to determine of user profile, learn to users' expectations, transfer for future of these areas (Yorulmaz, 2006). The increasing population in metropolitan cities, crowded and the phenomena of urbanization at the same time lead to changes in people's expectations. Every human who breathes in the metropolis culture and live in there desires to have a greener and more healthy city environment rather than increasing demands to the recent development of architecture from technological developments, to improve of living standards from the convenience of transportation. In today's society, the phenomenon of recreation that is seen an useful assessment the of leisure has directed the individuals the open, green areas in the city with increasing urbanization and population, with limited time. This study will put forward why and how often people go to urban recreation areas, perceived service quality of the individuals in their memories and their service expectations for future in the urban recreation areas. In this context, the subject of study put forward to service quality in urban recreation areas by identifyingof perception and expectation of service of recreation practices that local governments and recreation businesses made in urban recreation areas in Ankara in terms of physical appearance, reliability, trust, empathy and responsiveness dimensions. To evaluate people's leisure time, urban recreation areas also has an important place in Ankara as in everywhere of Turkey.The main areas of urban recreation in Ankara; Altınpark and Gençlik Park in Altındağ, Harikalar Diyarı in Sincan, Dikmen Valley and 50th Park in Çankaya, Mogan Park in Gölbaşı, Göksu Park in Etimesgut and MaviGöl in Mamak are recreation areas. In addition, There are Abdi İpekçi Park, Adnan Ötügen Park, Demetevler Park, Hacettepe Park, Hisar Park, Kurtuluş Park,

ÖrnekPark,Seğmenler Park, Şafaktepe Park, VedatDalokay Park, 27 Aralık Atatürk Park, Çansera City Park. Also neighborhood parks, walking trails and district sports fields that are located in almost every neighborhood are tops of the urban recreation areas in Ankara. The research population constitutes 3.745.706 individuals that is 18 and older than 18 age and reside in Ankara. Besides Ankara is the center as location, because of both population density and most of the number of urban recreation areas Ankara was selected as the research area. To collect data and information in the study was used questionnaire. In the research that aims to measure service quality expectations and perceptions in the urban recreation areas "Quality service description and provides an important framework for measuring" (Time, 1999, p.116) and SERVQUAL scale that is preferred the most measurement tool is used. The SERVQUAL service quality scale which was developed by Parasuraman, Zeithaml and Berry consists of 22 questions in 5 sizes. 22 questions related to service quality tailored according to offered services in urban recreation area. The survey is applied to the face to visitors to increase of the response rate. There search was performed 389 visitors that receive service in urban recreation areas in Ankara. Service quality expectations and perceptions of visitors in research is measured by Perceived Quality of Service (Servqual). There are 5 dimensions in scale as physical features, reliability, trust and empathy and accessibility. According to result of the research, The perceptions of the service varies between 3,017 and 3,165. In other words, visitors perceive the high level of quality of the services that they receive. Service expectation was determined that it has varied between 4,157 and 4,264. In the other words, visitors are in a high level of expectations according to quality of their receiving services. It was determined that there are significant differences in terms of statistics in visitors' perception and expectation of service quality in all dimensions. Looking at the scores Servqual; it was obtained with negative with 3,14-4,21=-1,07. In other words, the service quality expectations of visitors can not meet all dimensions. When the visitors perceive the high quality of services, the expectations are very high. This can be explained that visitors' expectations are always higher than the quality of existing services generally. No matter how high-quality service is given, the visitors want always more. According to the frequency of visitors go to urban recreation areas, The majority of the sample (120) once a month and at least a day (52) visit an urban recreation areas. It has reached the conclusion that urban individuals who visit the recreation areas prefer urban recreation areas to have a picnic and fun mostly and at least to entertain children. Being the high level of service quality perceived by visitors in all dimensions of service quality is positive in terms of facilities providing services in urban recreation area. It should be done the studies to increase the quality of provided services in urban recreation areas furtherly order to meet the expectations of visitors.